



Helping Communities  
Help Schools

Do your schools need additional funding for classroom resources?

Would your district benefit from a turnkey program to raise funds and harness support from the community?

**If so, Adopt-A-Classroom can help your district get funds into the classroom...**



## How the Program Works

There is no cost to launch the program, however, there are certain tasks the school district must complete in order to properly launch the program and optimize the opportunity for success.

### Part 1 – School District Responsibilities

- ***Decision making:*** The school district makes the decision to support the program launch across the district.
- ***Principals:*** The school district educates all principals about how the program benefits their school.
- ***Teachers:*** The school district distributes registration instructions to all teachers.
- ***Marketing:*** The school district promotes the program in order to build awareness in the community (e.g., in newsletters, town hall meetings)



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# How the Program Works

## Part 2 – Teacher Responsibilities

- **Registration:** All teachers register at [www.AdoptAClassroom.org](http://www.AdoptAClassroom.org) to activate their online account.
  - Instructions for registering can be provided to teachers via email or with printed materials

**Adopt-A-Classroom Information**

**Teacher Registration Instructions**

**How to Register Your Classroom**

[www.adoptaclassroom.org](http://www.adoptaclassroom.org)

- 1 Go to our website.
- 2 Click on "Teachers" and then "Register your classroom."
- 3 Complete the registration section.
- 4 Check your email for a confirmation and click on the link.
- 5 Congratulations! Your classroom is now registered.

**Mission**  
Adopt-A-Classroom increases opportunity for student success by empowering teachers with community partners and funds to purchase resources for the classroom.

**How Adopt-A-Classroom Works**  
**What are the benefits of registering my classroom?**  
By registering, your classroom will be posted on the Adopt-A-Classroom website for potential donors to see. You also will have access to many resources that will increase your chances of obtaining additional funds.  
**What does it mean for a classroom to be adopted?**  
When your classroom is adopted, your classroom receives a donation in the form of an online credit (not cash) from an individual, business or organization that has elected to support your efforts in the classroom.  
**How may I use the funds once my classroom is adopted?**  
Adopt-A-Classroom establishes an online account for you on the website in which the donated funds are deposited. You access the funds through the website and have full discretion to purchase resources and materials for your classroom from a network of online vendors affiliated with Adopt-A-Classroom. Currently, Adopt-A-Classroom programming does not support funding for field trips.  
**How long does it take for my classroom to be adopted?**  
Adopt-A-Classroom works hard to find classroom donors for registered teachers, but there are no guarantees. Teachers that use the Adopt-A-Classroom online resources to inform their family, friends and community about the program are adopted more quickly.

If you have any questions, contact Adopt-A-Classroom at 877-444-7666 or email us at [info@adoptaclassroom.org](mailto:info@adoptaclassroom.org).

Adopt-A-Classroom is made possible with the support of JONES NEW YORK IN THE CLASSROOM OfficeMax

**Register your classroom today. Log on to [www.adoptaclassroom.org](http://www.adoptaclassroom.org).**



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# How the Program Works

## Part 2 – Teacher Responsibilities

- **Marketing:** Teachers use resources provided by Adopt-A-Classroom to promote their classroom to:
  - Teacher's own family, friends, contacts and extended network
  - Students' parents
  - Local businesses

Donation forms  
can be printed out  
to be distributed

**Adopt-A-Classroom Information**

**How Adopt-A-Classroom Works**

**Did You Know?**

- Teachers spend an average of \$1,200 of their own money each year purchasing materials for their classrooms.
- Every teacher affects 3,000 students in their professional lifetime.
- 30% of teachers leave the profession within the first five years.
- Teachers cite lack of support as the top reason for leaving their profession.

**YES! I want to adopt a classroom.**

*\*These fields MUST be completed in order to process your classroom adoption.*

Donor Information	Classroom Information
Name*	School Name
Organization (if applicable)	School City / State
Address*	Teacher Name
Address 2	Donation Amount (max. donation \$25) <input type="checkbox"/> No teacher preference
City*	
State*	
Zip*	
Phone*	
When acknowledging my contribution, use this name:	<b>Method of Payment</b>
<input type="checkbox"/> I wish to remain Anonymous	<input type="checkbox"/> Check <input type="checkbox"/> Credit Card (Expiry date) <input type="checkbox"/> Visa / Mastercard / Amex
	Credit Card #
	Expiration Date
	Name as it Appears on Card

Adopt-A-Classroom is a 501(c)(3) nonprofit organization. All donations are tax-deductible. If you have any questions call Adopt-A-Classroom at (877) 444-7666 or email us at [info@adoptaclassroom.org](mailto:info@adoptaclassroom.org).

Adopt-A-Classroom is made possible with the support of **EPES-NEW YORK IN THE CLASSROOM** **OfficeMax**

Please Return to:  
Adopt-A-Classroom  
4343 NE 2nd Avenue, Suite 203B  
Miami, FL 33137

**Example of email template** from Adopt-A-Classroom that teachers can send to contacts. (Teachers who send this email out to 10-15 recipients typically receive \$85-\$100 in donations.

**A registered user of Adopt-A-Classroom has sent you an email.**

Dear Friends:

I am reaching out to you to help me inspire my students to reach their highest potential. Adopt-A-Classroom ([www.adoptaclassroom.org](http://www.adoptaclassroom.org)) is a non-profit organization that offers an easy and accountable way for you to donate funds to my classroom and make a real difference for me and my students.

All donations are tax-deductible. 100% of the donation goes to my classroom. Adopt-A-Classroom takes \$0 out for administration.

Here's a description of my classroom and our specific needs:

**School:** Grand Prairie Elementary School  
**Grade:** 1st Grade  
**Subject:** All  
**Number of students your donation will impact:** 22

My classroom really needs two computers. The students do not have access to this in the classroom. We are just beginning



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## How the Program Works

### Part 3 – Teacher Shopping

- Once a teacher receives a donation to his/her classrooms, the teacher can will have full discretion to purchase classroom materials from a network of online vendors.
- Vendors include:





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## Case Study: Miami-Dade County Public Schools

- Miami-Dade County Public Schools formalized a partnership with Adopt-A-Classroom in August 2008.
- Year 1 goal: raise \$250,000. They surpassed their expectations by raising **\$340,107** by the end of the 2008-2009 school year.
- District level support played a vital role in program's success.
  - *Start-Up Kits* were provided to every school in the district. Kits included teacher registration instructions and donation cards to distribute.
  - Registration contests were held to generate excitement and donation activity.

*“During these tough economic times, this opportunity to provide teachers, and in turn, our students, with additional materials and supplies through the community’s generosity is heartening.”*

Lisa Thurber, District Director  
Miami-Dade County Public Schools







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## Opportunity For Your Community To Help

- It's likely that members of the community want to help your schools, but they're unsure how.
- The Adopt-A-Classroom program provides the community a safe way to donate funds.

### TEACHER TESTMONIAL:

*“Last month, I told a classroom of parents about Adopt-A-Classroom, explaining how the contributions allow for accountability by the correspondence required. The very next day, I received a donation.*

*I purchased class sets of trade books, science equipment, and math manipulatives. These are the types of materials that excite students about learning and create lifelong learners. ‘Beyond the book’ kinds of activities are not possible without the additional resources that Adopt-A-Classroom helps provide.*

*Parents want to help and this is one very important way that they are given the opportunity to assist teachers when they cannot physically be there.”*

Susan Bostick, Teacher



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## Meaningful Partnership Experience

- The program creates opportunities for communication between teachers and donors in order to foster a meaningful partnership experience.

### DONOR TESTMONIAL:

*“I was introduced to Adopt-A-Classroom by Michele Feit, a first grade teacher. When she described the program, it sounded so smart and worthwhile that I told her I would be happy to adopt her class. Michele encouraged me to visit my adopted class and it was a day I will remember forever.*

*The students made a giant welcome banner and a thank you book containing pages contributed by each student where they expressed, in words and pictures, how much my donation meant to them.*

*To say that I was hooked would be an understatement! I promised Michele that as long as she teaches, I will adopt her class, and I have kept that commitment even as she has changed schools.”*

Felice Shulman, Donor since 2002





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# Accountability and Transparency

- Donors are comfortable donating through Adopt-A-Classroom because they are provided 100% accountability and transparency.

**ADOPT-A-CLASSROOM**

### IMPACT REPORT

Ana Leon, the teacher of your adopted classroom, has just purchased resources with the funds that you donated. Read below, and see what difference you have made!

**Message from the teacher**

I have purchased books for the classroom that I will be using in the next coming weeks. The holidays is a wonderful time of the year that the students enjoy. I want to bring into the classroom many sources that will allow them to learn and experience something new. Thank you for your cooperation, Mrs. Leon and the first grade class

Scholastic - Order # 47101

Item #	Description	Price	Quantity	Total
059042582X	If You Lived at the Time of Martin Luther King	5.99	1.00	5.99
0439449928	Teaching About Winter Holidays with Favorite Picture Books	11.99	1.00	11.99
0439206286	The First Thanksgiving	3.99	1.00	3.99
	Subtotal			21.97
	Shipping & handling			1.54
	Total - Order #47101			23.51
	<b>Total</b>			<b>23.51</b>

All donors receive "Impact Reports" detailing how donated funds are used, item-by-item, dollar-for-dollar



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## A Unique Solution For School Districts

- Requires minimal investment of resources from school district.
- Administrators and teachers are provided with outreach tools proven to garner community support for teachers and students.
- Innovative model that enables 100% of donations to be passed through to the teachers. Adopt-A-Classroom takes \$0 out for administration.
- Teachers have unfettered purchasing power and full discretion to purchase resources that meet their unique classroom needs.



## About Adopt-A-Classroom

### **Who we are:**

- National, award-winning 501(c)(3) nonprofit organization that enables individuals and businesses to support teachers and their students
- Program emphasis on supporting classrooms as gateway to success for children and communities
- Founded in 1998

### **Our mission:**

- To increase opportunity for student success by empowering teachers with community partners and funds to purchase value-added resources for the classroom.



## About Adopt-A-Classroom

### Our success:

- Raised approximately \$11 million on behalf of classrooms in underserved schools across the country
- Impacted over 30,000 classroom teachers and 1 million students, pre-dominantly students living below poverty, representing all 50 states and U.S. territories
- BBB accredited charity as meeting all of the BBB Standards for Charity Accountability
- 4 star (the highest) rating from CharityNavigator.com
- For more information visit [www.adoptaclassroom.org](http://www.adoptaclassroom.org)





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## Launch A Program In Your District Today

### Contact Information

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*Director of Development*

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**Mr. James Rosenberg**

*Founder, Executive Director*

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